



## **WHITESTOWN MUNICIPAL COMPLEX**

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## **WHITESTOWN ANNOUNCES FIRST EVER 'BREW FEST'**

### ***Inaugural Event Expected to Draw Nearly 3,000 People***

Whitestown, Ind.

The craft beer industry is booming. The industry has recently seen double digit growth year after year as more and more beer-lovers nationwide choose to 'Drink Local'. Now, Whitestown will join the growing list of communities onboard the craft beer craze.

Town officials have approved Whitestown's first ever Brew Fest. The inaugural event will feature up to 50 local brewers, putting it on par with the best craft brew events in Indiana. The Brew Fest is expected to draw nearly 3,000 people from as far away as Chicago.

Whitestown Parks Director Nathan Messer says the event will be held Saturday, September 19<sup>th</sup> from 1 to 6pm on the 6 acre site of the new Whitestown Municipal Complex, with additional parking off-site. V.I.P. admission begins at 1pm with general admission beginning at 2pm.

"It is a craft beverage festival and more of a tasting festival. People will pay an admission fee and get to sample the beers," Messer said. "This is planned as a one-year event, but we do want to look at how to sustain the event year after year. It's a great revenue source for the parks department, and it's a great event for the community, and to bring people to the community," Messer said. "We're in a market where people from Lafayette, Indianapolis, Kokomo and beyond will come to this."

The Whitestown Brew Fest will target the 25 to 55 age range. The parks department will partner with Indiana On Tap to put on the event. "Our company has experience in putting on events like this," said Justin Knepp, Indiana On Tap founder and president. "We're excited be part of this, and we're confident of our network and relationships that we have that we can help organize and make this event as seamless as possible and as successful as possible."

## **Fast Facts:**

- According to the Indiana Brewers Guild, Indiana now has nearly 100 craft breweries statewide with more than 6,000 full time employees, generating an economic impact of more than \$600 million.
- The Craft Beer industry grew 17.2% by volume in 2013 and grew another 18% in 2014 according to the Brewers Association
- The State Fair allowed local craft beers & wines to be served last summer as part of a display highlighting the booming Indiana agricultural segment. It was the first time beer was sold at the Indiana State Fair in six decades.

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